

Beyond the Algorithm

Technical SEO – Share 2015

Adam Audette | @audette

MERKLE®

A Performance Marketing Agency

BRIGHTEDGE

**Partners since
2011**

Hundreds of Sites

*Tens of Thousands
of KWs*



A Performance Marketing Agency

Data Driven, Tech Enabled Performance Marketing

Consulting | Analytics | Technology | Data | Creative | Media

CRM | Loyalty | Digital

Our heritage in data, technology and analytics gives us unique consumer insights, combined with our strength in performance media, fuels our ability to develop and execute addressable customer experiences that drive marketing performance

Measurement

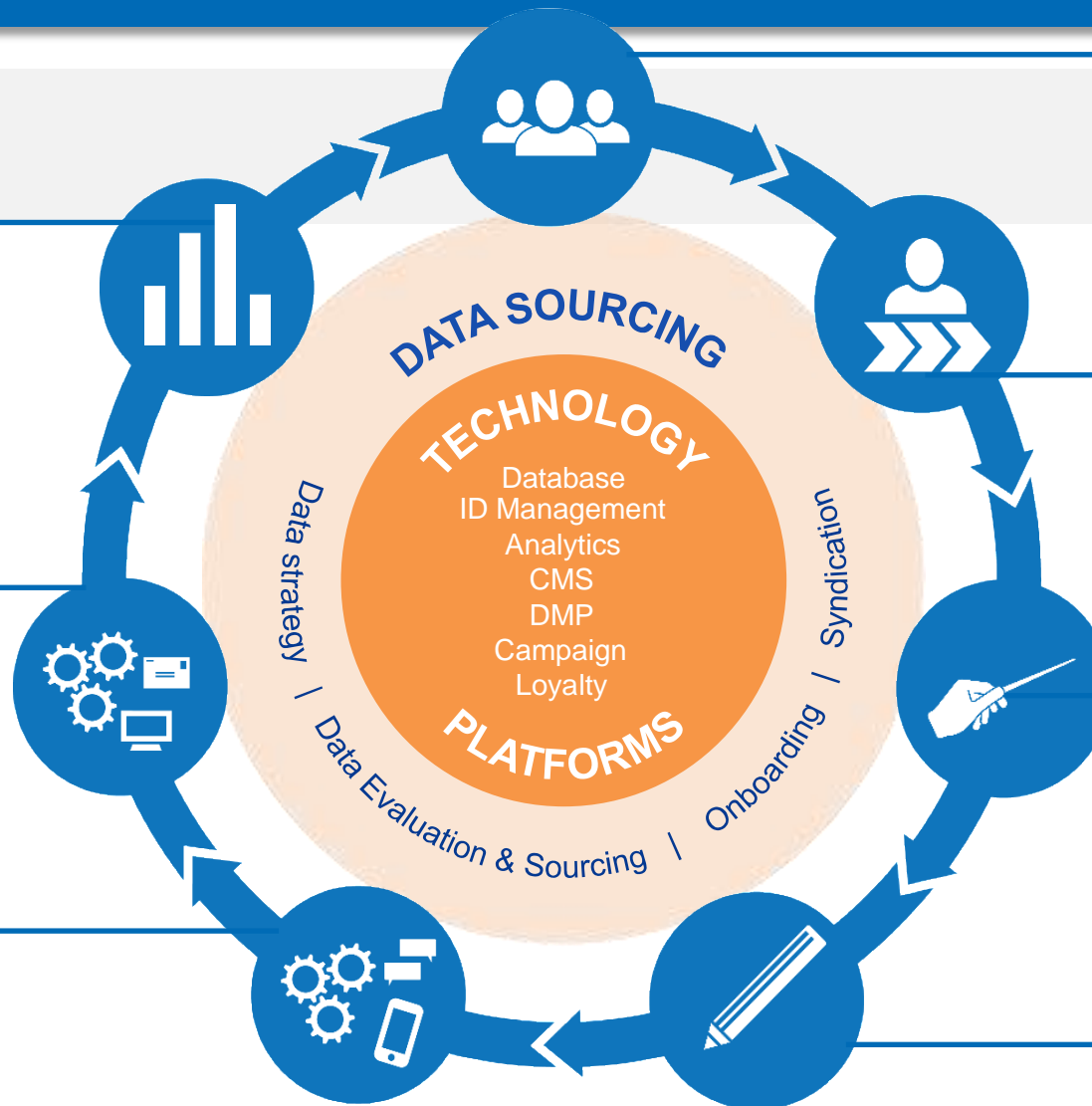
- Measurement Strategy
- Attribution
- Marketing Mix
- Forecasting & Simulation

Channel Activation

- Website
- Mobile
- Native App
- Social
- Call Center
- In Store

Media Activation

- Search
- Display
- Paid Social
- Email
- Direct Mail



Customer Strategy

- Market Sizing
- Segmentation
- Portfolio Strategy
- Journey Mapping
- Change Management

Audience Planning

- Audience Plan
- Experience Plan
- Media Plan
- Test Plan

Orchestration

- Audience Management
- Campaign Management
- Decision Management

Content

- Creative Development
- Content Development
- User Experience

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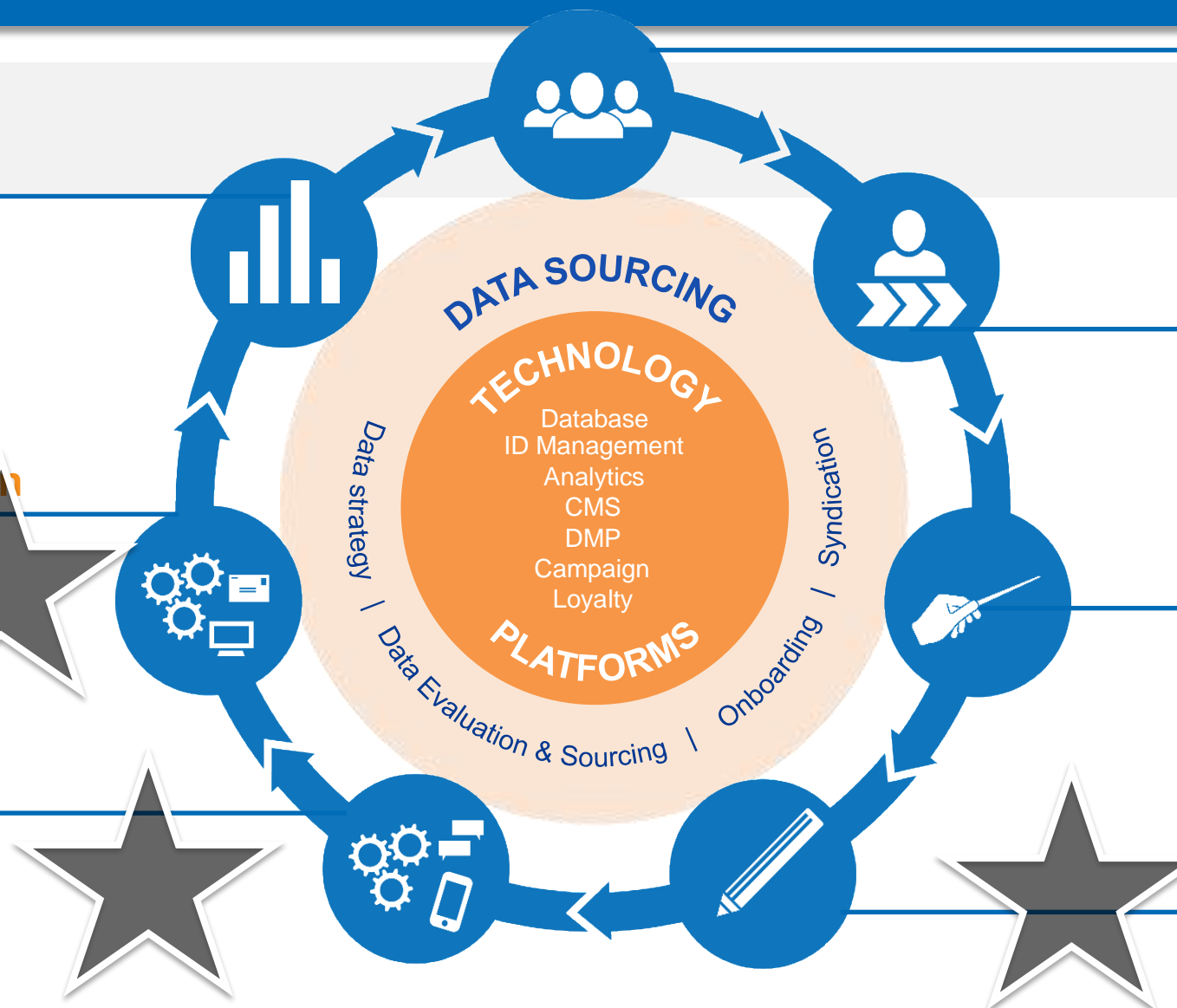
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TRAVELERS 

Walmart 

Google™

Comcast®



amazon® 

jetBlue

Microsoft

SONY



Office
DEPOT

Walgreens
AT THE CORNER OF HAPPY & HEALTHY™



CHASE 

MetLife®

GEICO®

sears



 REGIONS



 PNC BANK



NORDSTROM

BED BATH &
BEYOND®

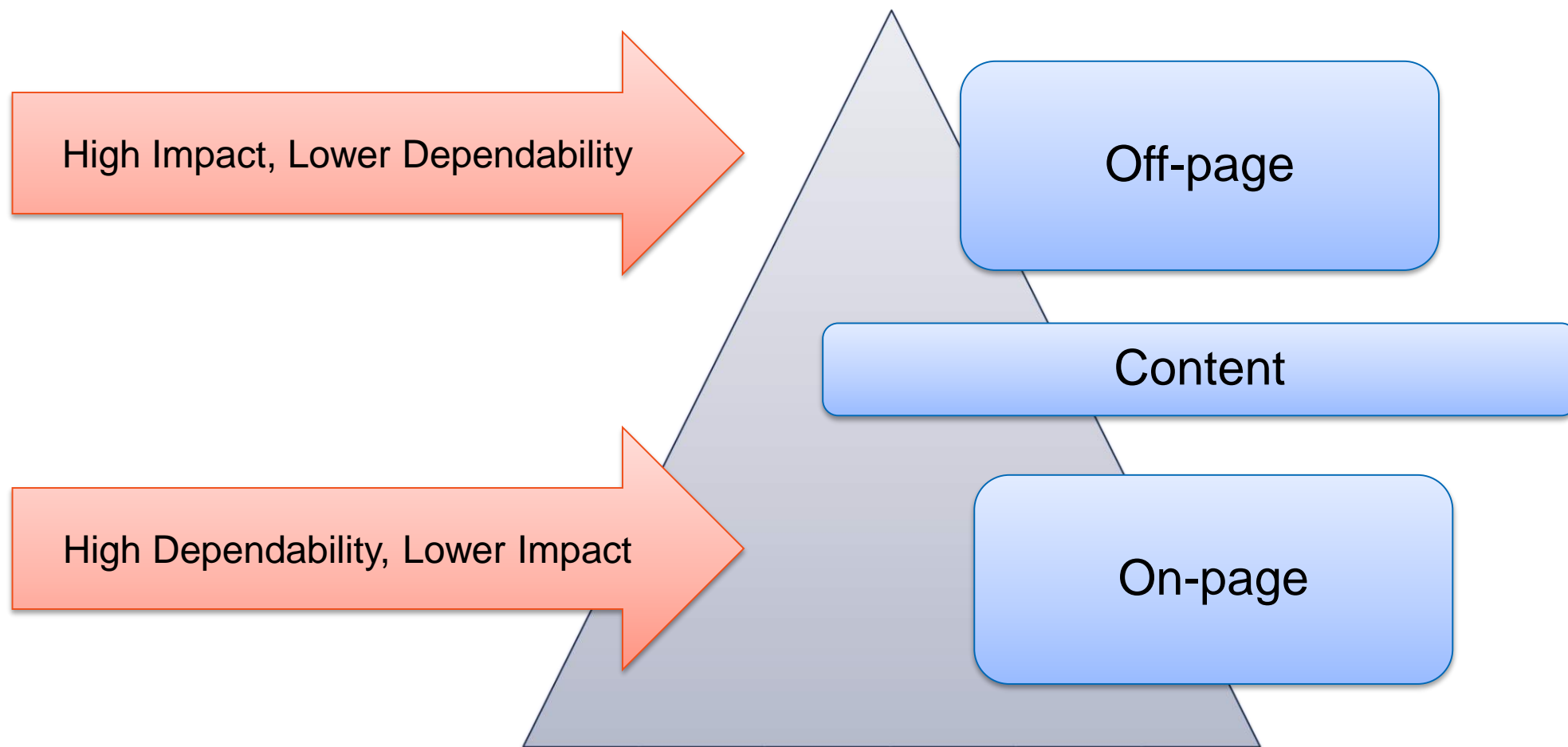
SAMSUNG



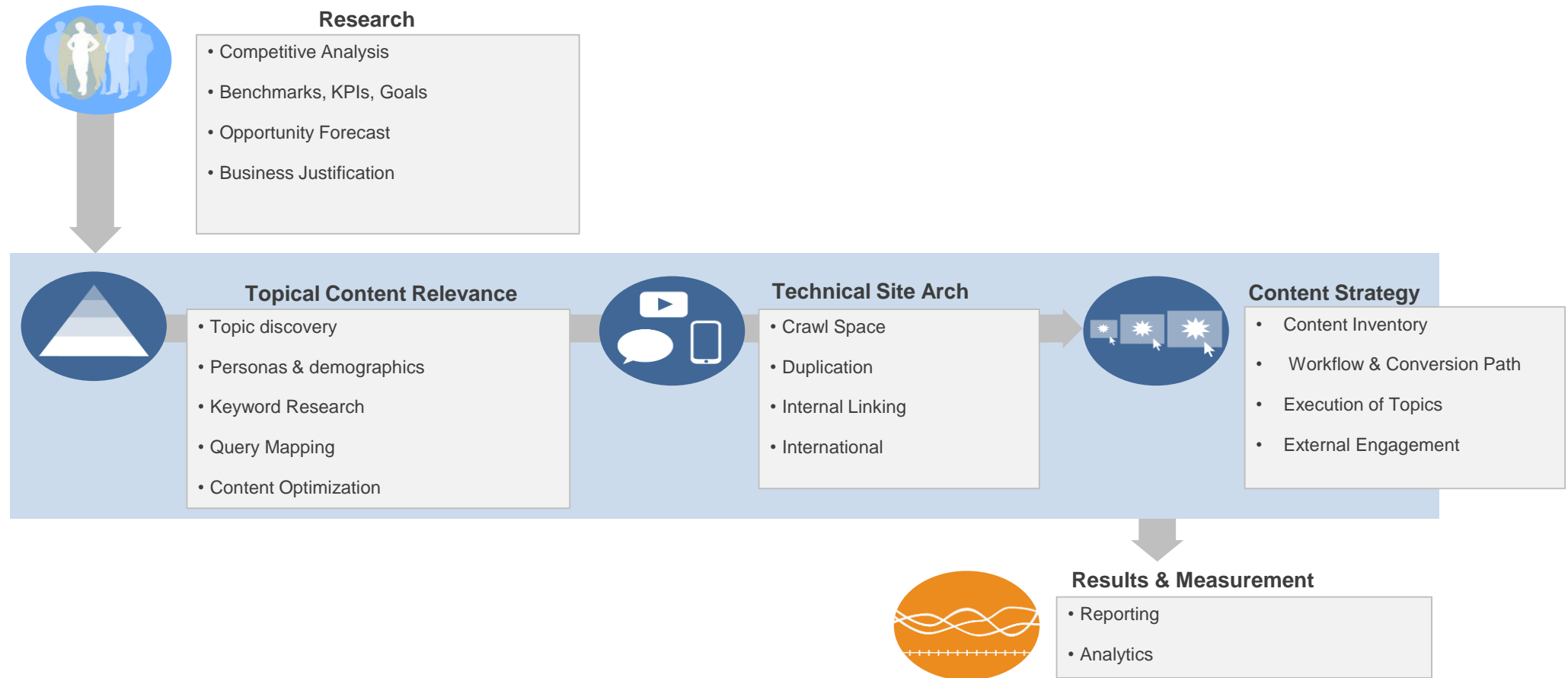


Impact vs. reliability

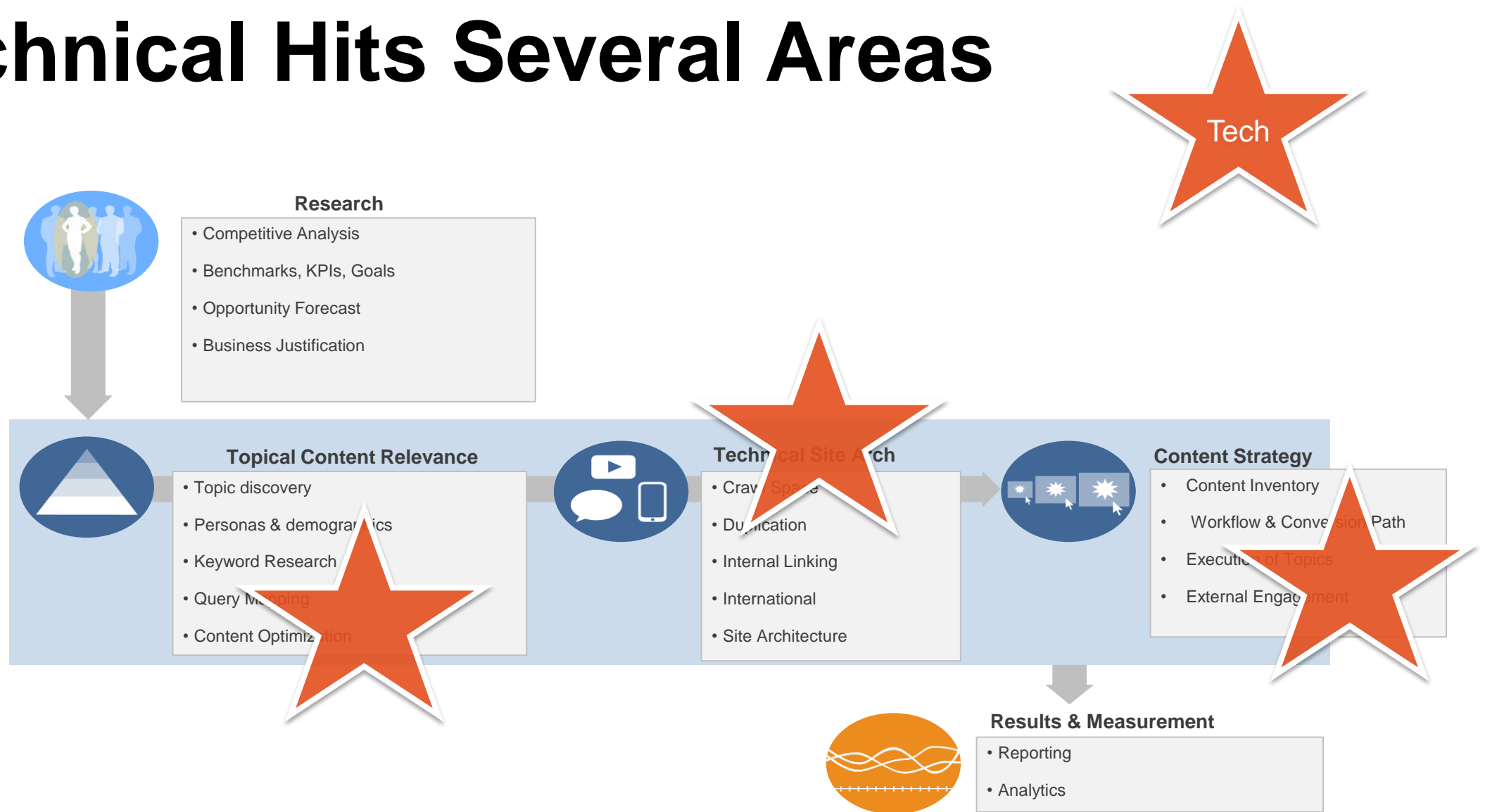
Technical SEO is Dependable



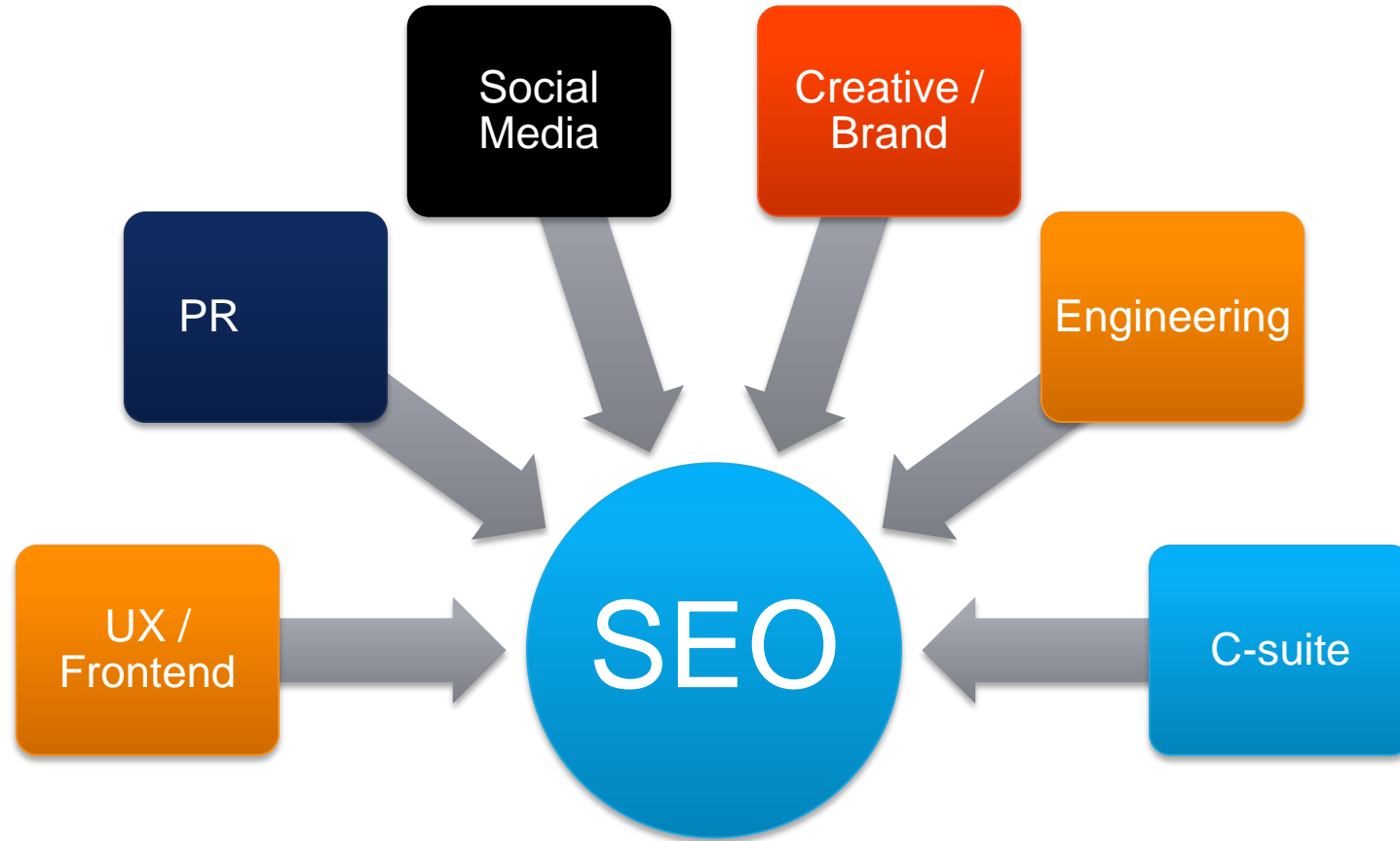
Key Inputs in the SEO Approach



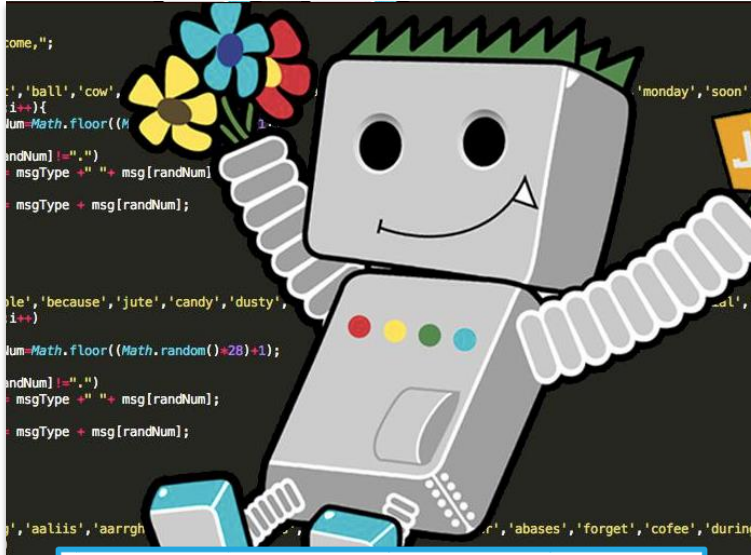
Technical Hits Several Areas



SEO Touches Everything



Two Pillars of SEO: Technical & Audience

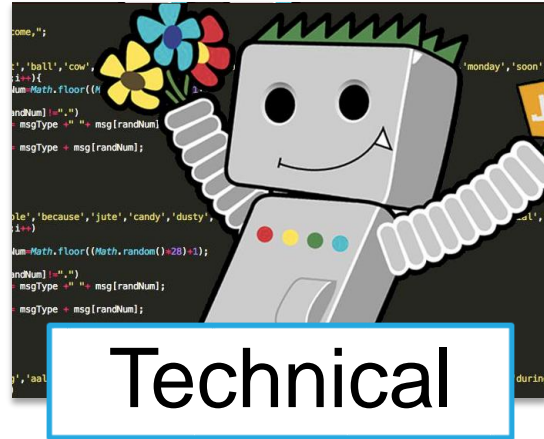


Technical



Audience

Two Pillars of SEO: Technical & Audience



Search Engines		Audience
Crawl space		Search behavior
Duplication		Workflows
Dynamic content		Content topics
Site migrations		KW research
Mobile serving		Engagement
Int'l sites		Conversion paths

It's the era of SEO for dynamic sites



Google crawls dynamic content

REAL-TIME PHYSICS IN THE PAINT

Feel the impact of real-time physics on every drive, post move and collision in the most trafficked area on the court. 100+ new animations make it possible for something unpredictable and amazing to happen on every play. Scoring has been amped up with 3x the variety of dunks, layups and signature shots as you impose your will on your opponent with physicality you can feel.

LEARN MORE

ULTRA-RESPONSIVE CONTROLS

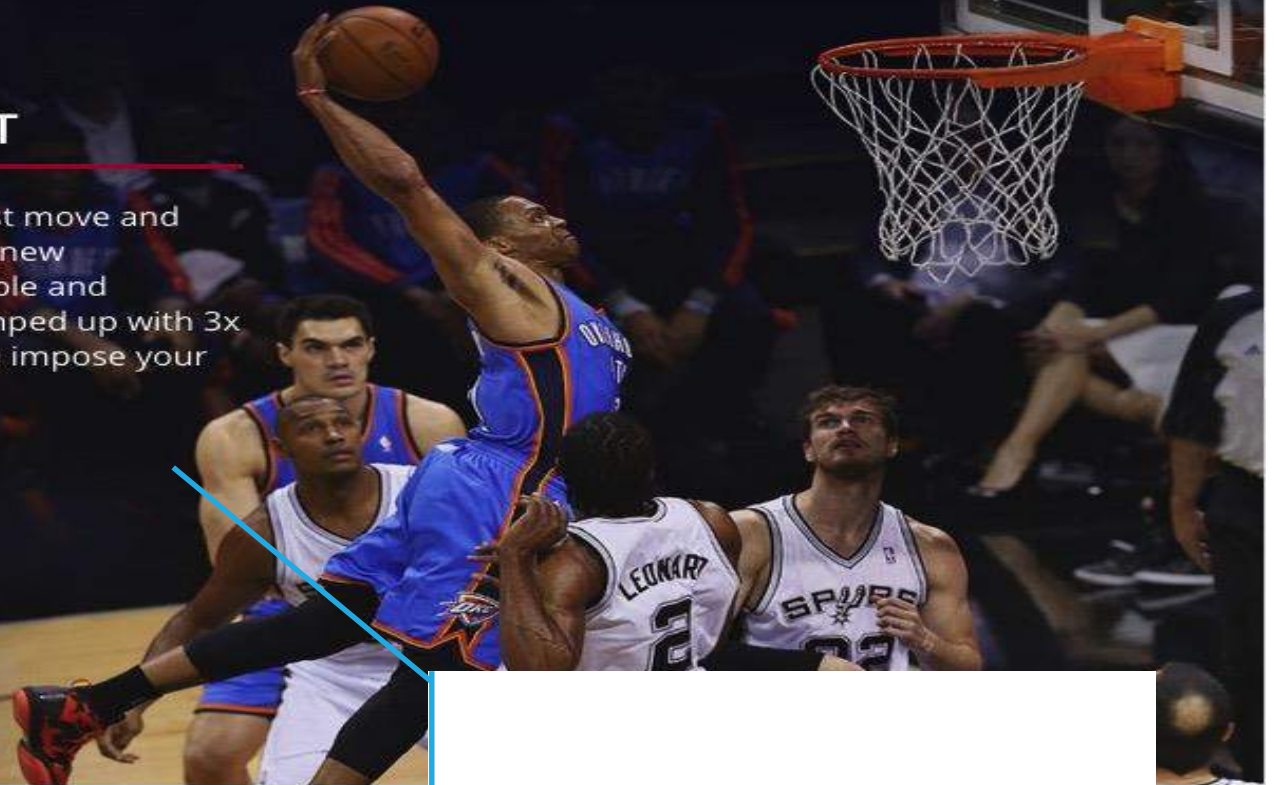
Passing, shooting and dribbling will feel snappier the moment you pick up the sticks. Freestyle Passing takes your assist game to the next level with no looks, behind the backs, and more. An all-new shot feedback system teaches you how to successfully get buckets, measuring three key factors in real-time to determine shot quality. Enhancements to bounceTek allow you to make cuts and change momentum on a dime, giving you the ability to create space and pull off devastating skilled dribble moves on the run.

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**Dynamically inserted
images and content**

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JavaScript links and redirects

Google crawls dynamic content

<head>

<title>NBA LIVE 15 - Features - EA SPORTS - Official Site**</title>**

<meta name="description" content="NBA LIVE features the best visuals in franchise history and 500+ gameplay improvements delivering a fluid, fun and authentic basketball experience."**>**

<link rel="canonical" href="https://www.easports.com/nba-live/features" **>**

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Dynamically inserted meta data

We tested...



1. JavaScript Redirects

- a. JavaScript redirect where the URL is in the code explicitly (absolute).
- b. JavaScript redirect where the URL is hidden or broken up (relative).

[a. Redirect 1](#)[b. Redirect 2](#)

2. Dropdown Menu Links

- JavaScript links, new location onChange.

[Choose you language ▾](#)

3. Simple JavaScript Links

- a. JavaScript link with href="#".
- b. JavaScript link with href="javascript:void(0)".

[a. Link 1](#)[b. Link 2](#)

4. Functions in the href

- a. Simple window.location function.
- b. window.open function, seperated.

[a. Window Location](#)[b. New Window](#)

5. Event Handlers

- href specified but JavaScript handles the location, no redirect.

[Hidden URL Link](#)

6. Concatenated Link

- Link in JavaScript from concatenated strings.

[Concatenated URL Link](#)

7. Dynamically Inserted Text

- a. Page with dynamically inserted text (internal script).
- b. Page with dynamically inserted text (external script).

[a. Link to Page](#)[b. Link to Page](#)

8. data-href Link

- Link with data-href + JavaScript.

[data-href Link](#)

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JS redirects

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Dynamic content

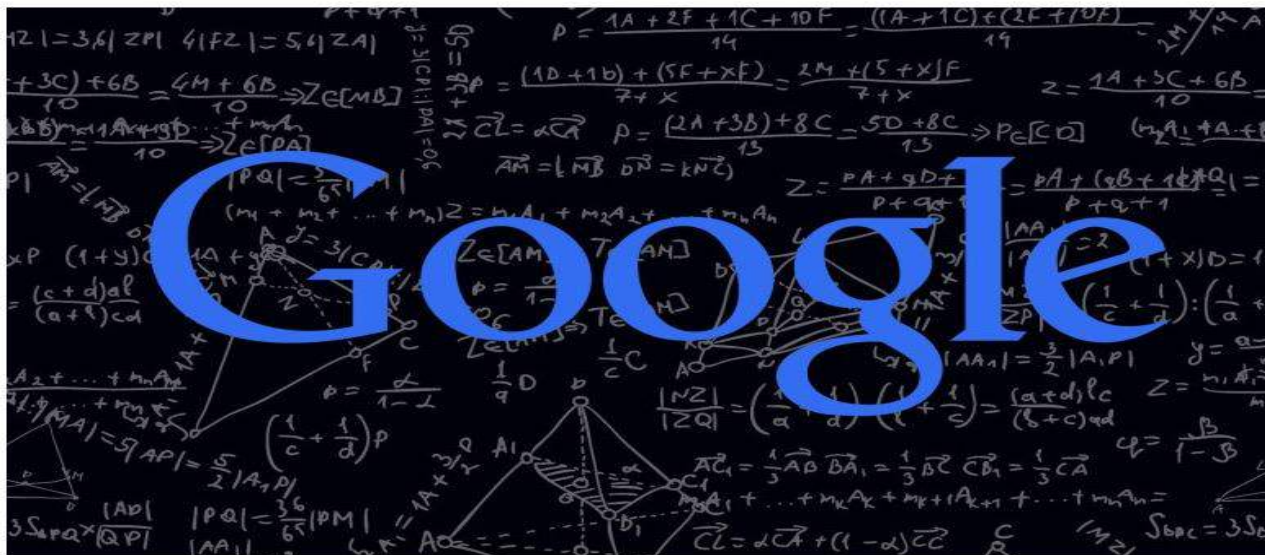
We Published the Findings...

SEO

We Tested How Googlebot Crawls Javascript And Here's What We Learned

Think Google can't handle JavaScript? Think again. Contributor Adam Audette shares the results of a series of tests conducted by his colleagues at Merkle | RKG to examine how different JavaScript functions would be crawled and indexed by Google.

Adam Audette on May 8, 2015 at 12:32 pm



TL;DR

1. We ran a series of tests that verified Google is able to execute and index JavaScript with a multitude of implementations. We also confirmed Google is able to render the entire page and read the DOM, thereby indexing dynamically generated content.

Allie Brown and 21 others follow
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We Tested How Googlebot Crawls Javascript. Here's What We Learned by @audette seind.com/1Fa3Mhy great one. I had similar evidences too

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Marshall Simmonds @mdsimmonds · May 11
In case you missed @audette dropping some serious knowledge "We Tested How Googlebot Crawls Javascript" searchengineland.com/tested-googleb...

Pedro Dias @pedrodias · May 11
Read it if you didn't // We Tested How Googlebot Crawls Javascript And Here's What We Learned searchengineland.com/tested-googleb...

Adam Lundquist and 3 others follow
Heath Bradbury @HeathBradbury · May 11
Phenomenal technical #seo info from the team over at Merkle. Great insights into Google's recent progress. lnkd.in/ehGwnWa

... and Talked to Google

The screenshot shows a Google+ event page. At the top, the Google+ logo is on the left, and a search bar with the text 'Search for people, pages, or posts' is in the center. To the right of the search bar are icons for '+Adam', a grid icon, a red circle with the number '8', and a '+1' icon. Below the search bar, there are links for 'Your events' and 'Find more events'. The main event title is 'Angular Apps, JavaScript, and Search Optimization' in a dark red font, with the date and time 'Tuesday, May 12th, 2015 11:00 AM (Pacific Time)' below it. Four speakers are listed with their circular profile pictures: Adam Audette (@audette), John Mueller (@johnmu), Jody J. O'Donnell (@gimpslice), and Max Prin (@maxxeight). Below the speakers, the event description reads 'Angular Air Episode 14: Angular Apps, JavaScript, and Search Optimization'. To the right of the description are buttons for '+6' and 'Share event'. At the bottom left, there is a video player with a play button and the text 'TL;DR' below it. At the bottom right, there is a red Angular logo with the text 'Hosted by: Angular Air' below it.

Google+

Search for people, pages, or posts

+Adam

Events

Your events Find more events

Angular Apps, JavaScript, and Search Optimization

Tuesday, May 12th, 2015 11:00 AM (Pacific Time)

Adam Audette @audette

John Mueller @johnmu

Jody J. O'Donnell @gimpslice

Max Prin @maxxeight

Angular Air Episode 14: Angular Apps, JavaScript, and Search Optimization

+6 Share event

Google+ Q&A

TL;DR

Hosted by: Angular Air

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Here's What You Need To Know

1. JavaScript can be okay for Google (including redirects)

Here's What You Need To Know

**2. Other search engines are behind
(and so are Twitter and Facebook)**

Here's What You Need To Know

3. The D.O.M. gets read by Google

(html source = 50% or less of the picture)

1

Technical SEO remains critical to performance

I KNOW H.T.M.L.

HOW TO MEET LADIES

2

Technical is critical for the success of content campaigns

I KNOW H.T.M.L.

HOW TO MEET LADIES

3

Google can render dynamic content and execute JavaScript

I KNOW H.T.M.L.

HOW TO MEET LADIES

4

It's critical to view the DOM
and HTML source

I KNOW H.T.M.L.

HOW TO MEET LADIES

Thanks for your time!

Adam Audette

aaudette@merkleinc.com

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